

## South Asian Recruitment Videos and Outreach for U.S. Higher Education



Project Title	South Asian Recruitment Videos and Outreach for U.S. Higher Education
Project Summary	Be the producer, director, videographer, and editor of a series of fun social media videos and online live engagements featuring the daily lives of South Asian origin students on U.S. campuses to promote U.S. higher education to South Asian audiences.
Country	United States

### Project Description

The Bureau of South and Central Asia (SCA) Press Office seeks 3-4 VSFSers/eInterns to assist U.S. Embassies in their digital outreach to South Asian high school and university students. The SCA eInterns will collaborate with the Press Office and its Digital team to implement an innovative digital outreach plan that targets two critical audiences: 1) South Asian students currently studying in the United States, and 2) prospective South Asian students seeking to study abroad.

The eInterns will plan, film, and edit a series of short social media videos to promote U.S. higher education for South Asian high school and university students for use on U.S. Embassies' social media platforms. The videos will focus on the daily lives of foreign South Asian students attending U.S. university campuses in order to increase interest in studying in the United States. The VSFSers will be responsible for identifying and recruiting fellow students to appear in these videos, and for the creative content within the videos. The SCA Press office will provide coordination and guidance for the eInterns.

Through the use of social media platforms such as Adobe Connect, Zoom, Facebook, and Twitter, the eInterns will host discussions and information sessions with prospective students interested in studying in the U.S., as well as help promote virtual college fairs and opportunities for these students to connect digitally with U.S. university representatives. The eInterns will also assist these students in connecting with prospective students in South Asia for webchats and webinars to help explain study in the USA. These students will leverage the tools and resources offered by the Department's EducationUSA network.

This eIntern project is designed for students who know how to leverage social media platforms as community organization and discussion tools, are connected with the international student community at their university campus, and are comfortable with graphic design and compiling and editing short videos with subtitles. Students with concentrations in journalism, marketing, mass communication, video production and editing would make excellent candidates. Students with other areas of concentration who have relevant experience are also encouraged to apply.

## Required Skills or Interests

### Skill(s)

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Cultural diplomacy

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Graphic design

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Marketing

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Social media management

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Videography

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Storytelling/blogging/vlogging

## Additional Information

Desired Interests and Skills – Knowledge of filming short video segments and editing video. Familiarity with social media platforms and as outreach/promotional tools. Interest in promoting U.S. higher education to South Asian students. Social connections with South Asian student groups and a willingness to approach and recruit participants for the video project. Passion for international education and exchanges.

Foreign Language and Level - Spoken proficiency in any of the following languages - Urdu, Hindi, Tamil, Bengali, Telugu, Marathi, Gujarati, Nepali - is welcome but not required.

Additional Information - Candidate should be, or must become, familiar with the U.S. university application process for international students.

## Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Urdu	Minimum professional proficiency	No practical proficiency	Nice to Have
Bengali	Minimum professional proficiency	No practical proficiency	Nice to Have
Gujarati	Minimum professional proficiency	No practical proficiency	Nice to Have
Nepali/Nepalese	Minimum professional proficiency	No practical proficiency	Nice to Have
Tamil	Minimum professional proficiency	No practical proficiency	Nice to Have
Telugu	Minimum professional proficiency	No practical proficiency	Nice to Have
Singhalese	Minimum professional proficiency	No practical proficiency	Nice to Have

